

# AVEDA

## Aveda Launches Vegan, Multi-Benefit Bond Building Styling Creme within Award-Winning Botanical Repair™ Franchise

*New Botanical Repair™ Bond Building Styling Creme builds bonds, provides flexible hold, and smooths frizz for up to 72 hours<sup>1</sup>*



**MINNEAPOLIS, MN (MARCH 2023)**— Aveda, the high-performance hair care brand with a mission to care for the world, has introduced the first styling product within the brand's bond-building franchise: **Botanical Repair™ Bond Building Styling Creme**. This vegan and 98% naturally derived<sup>2</sup> multi-benefit styling cream adds flexible hold and smooths frizz while building bonds for repaired, stronger hair. Powered by the Botanical Repair™ 3-layer hair repair technology, Botanical Repair™ Bond Building Styling Creme strengthens and repairs from the inside out, while giving a smooth, lasting style.

Formulated for all hair types and textures up to 3C, this luxe creme should be applied to damp, towel-dried hair prior to styling. Hair is left feeling soft and smooth, while our bond-building molecule adds strength from within. Botanical Repair™ Bond Building Styling Creme also protects hair from thermal damage up to 450°F.

### AVEDA'S BOTANICAL REPAIR™ COLLECTION

The Botanical Repair™ Bond Building Styling Creme joins Aveda's revolutionary plant-derived hair repairing collection, including Botanical Repair™ Strengthening Shampoo and Conditioner, Botanical Repair™ Intensive Strengthening Masques - Light and Rich, Botanical Repair™ Strengthening Leave-In Treatment, and Botanical Repair™ Strengthening Overnight Serum. This bond-building collection for all hair types and textures infuses hair with a fresh, light floral, herbal aroma with certified organic ylang-ylang, rose and marjoram and other pure flower and plant essences, leaving hair smelling as indulgent as it looks and feels.

### BOTANICAL REPAIR™ 3-LAYER HAIR REPAIR TECHNOLOGY

1. **Repair at the cortex.** Aveda's plant-derived bond building molecule goes below the surface of the hair to build bonds, strengthening and reinforcing hair integrity at the core.



<sup>1</sup> Laboratory testing on tresses

<sup>2</sup> Per ISO Standard 16128. From plant sources, non-petroleum mineral sources, and/or water.

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2. **Prevent at the cuticle.** Aveda's nourishing macro green blend of avocado, green tea and sacha inchi smooths the cuticle to detangle and prevent breakage.
3. **Protect at the f-layer.** Aveda's protective complex creates a botanical f-layer -- an invisible water-resistant lipid layer that "seals" the surface of the hair cuticle -- to help protect and shield the hair from future damage.



"At Aveda, we are constantly searching for natural replacements for synthetic ingredients that meet or exceed performance benefits," said **Camille Sasik, PhD in Polymer Chemistry and Aveda's Director of Hair Care Formulation.** "For example, the molecule in Botanical Repair™ that provides bond-building benefits is derived from corn rather than petrochemicals. It is a powerful plant-derived molecule that upholds our high-performance standards and provides amazing functional properties for hair strengthening and repairing."

## ENVIRONMENTAL STANDARDS

Botanical Repair™ Bond Building Styling Creme is 98% naturally derived<sup>2</sup>, vegan, silicone-free and Leaping Bunny Approved. It comes in a 100% post-consumer recycled tube, and is manufactured using 100% renewable energy through solar and wind power at Aveda's primary facility<sup>3</sup>.

## BOTANICAL REPAIR™ PROFESSIONAL COLOR TREATMENT

Get intensive hair repair during your next professional color service with the Botanical Repair™ Professional Color Treatment, a vegan and 93% naturally derived<sup>2</sup> hair treatment that strengthens hair by creating new bonds, and dramatically reduces breakage in just one application, leaving hair **5X stronger**<sup>4</sup>.

## AVAILABILITY

Botanical Repair™ Bond Building Styling Creme 150ml SRP €37 is available starting March 2023 in Aveda salons, spas, stores and online at [aveda.eu](http://aveda.eu).

## CONTACT

For more information, please contact Marie Wauters, [mwauters@be.clinique.com](mailto:mwauters@be.clinique.com), +32 2 716 85 06

## ABOUT AVEDA

Founded in 1978 with a mission to care for the world and always opposed to animal testing, Aveda creates vegan, high-performance hair, skin and body formulas for beauty professionals and consumers, all with sustainability at heart. Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda's hair care is 90%

<sup>3</sup> Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

<sup>4</sup> Based on averaged repeat grooming results of color with botanical repair™ professional treatment vs. color with non-conditioning shampoo.

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naturally derived<sup>5</sup> and features iconic aromas from pure flower and plant essences. Aveda's high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have won dozens of awards, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects the highest standards of sustainability values in the beauty industry. Aveda is Leaping Bunny approved by Cruelty Free International, the globally recognizable gold standard of approval for cruelty free products.

Aveda's primary facility manufactures products using 100% wind and solar power<sup>6</sup>, and the brand pioneered the use of 100% post-consumer recycled PET bottles -- currently, at least 85% of our PET bottles and jars used in hair styling and skincare contain 100% PCR. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed one of the largest blockchain pilots in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through its signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$69 million for hundreds of global and local environmental organizations, providing clean water to more than 1.5 million people and protecting thousands of local watersheds.

Aveda products are available in over 45 markets at Aveda stores, partner salons, specialty retailers and at [aveda.eu](http://aveda.eu).

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<sup>5</sup> Aveda hair products are 90% naturally derived on average per ISO 16128 standard. From plants, non-petroleum minerals and/or water.

<sup>6</sup> Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.